

example, if the contributor was the political action committee of the California Water Rafters Association, the advertisement would identify the “California Water Rafters Association Committee.”

### Statement

The disclosure on the advertisement must include wording such as, “major funding by” or “paid for by,” and must be presented in a clear and conspicuous manner to give the reader or listener adequate notice of the identity of the contributors. Broadcast information also must be appropriately conveyed to the hearing impaired.

**Examples** *A ballot measure committee received two contributions of \$50,000 or more. The committee will buy air time on local television stations. The television ads will be more than 15 seconds in duration, so must identify the committee name and the names of the two contributors that donated \$50,000 or more.*

*If the committee purchases radio airtime for ads each 15 seconds or less in duration, the ads must identify the name of the committee and the highest contributor of \$50,000 or more.*

### Use of Languages Other than English in Advertisement Disclosures

The advertisement disclosure should be in the same language as the advertisement. Exceptions include: the name of the committee and the names of the major donors. For a committee whose name is “*Californians for Clean Energy, A Committee for Proposition 320, with support from environmental interests and fuel cell companies*,” whose major contributors are the *California Environment Political Action Committee and Clean Energy, Inc.*, the

*following example would be acceptable for advertisement disclosure:*

*“Pagado por el comité de Californians For Clean Energy, A Committee for Proposition 320, with support from environmental interests and fuel cell companies, la financiación mayor proporcionada por el comité de California Environment Political Action Committee y Clean Energy, Inc.”*

### Specific Content Requirements

The required disclosure information must be:

**Video:** both displayed in writing and spoken either at the beginning or at the end of the communication. The written statement must be readily legible to an average viewer and be displayed for not less than four seconds. However, if the disclosure statement is displayed for at least five seconds of a broadcast of 30 seconds or less or 10 seconds of a 60 second broadcast, a spoken disclosure statement is not required.

**Audio:** spoken in a clearly audible manner at the beginning or end of the communication and must last at least three seconds.

**Print Media:** printed clearly and legibly in type no less than 10 points in size and in a contrasting color to the background on which it appears. If a single print media advertisement consists of multiple pages, folds, or faces, the disclosure requirement applies only to one page, fold, or face.

**Over Size Print Media:** occupying at least five percent of the height of the advertisement and printed in a contrasting color. This includes printed materials larger than those designed to be individually distributed (e.g., billboards).